



Industrial Consultancy & Sponsored Research (IC&SR)

System and Method for Eliciting and Incorporating Preferences into Electronic Negotiations for Cloud Computing Transactions **IITM Technology Available for Licensing**

Problem Statement

- The worldwide web has revolutionized consumer shopping, allowing consumers to shop from anywhere using their devices.
- Popular online shopping websites support a comparison shopping engine, providing prices and product information.
- Cloud computing allows for resource aggregation and dynamic pricing, facilitated by Service Level Agreements (SLAs).
- However, the current model of cloud-based services, based on posted price and auction, hinders consumer and supplier negotiation and does not effectively offer a way for consensus.

Technology

- The main objective of the embodiments is to provide an **exchange server for remote negotiation of items** with multiple item sources.
- This includes receiving requests with various time-based discounts and user preferences, determining negotiation parameters based on these parameters, negotiating with item sources, **generating offers based on negotiation**, and **displaying these offers to the user**.
- The **server** also **enables** the generation of offers based on **negotiation parameters**.

Technology Category/ Market

Technology: The disclosure pertains to an exchange system, specifically an **exchange server** and **method** for remotely negotiating with one or more item sources.
Industry: E-commerce and cloud computing
Applications: Online auction platforms, Supply Chain and Procurement Platforms etc.
Market: The India cloud computing market size is projected to grow at a **CAGR of 18.37%** reaching a value of **USD 17.8 billion by 2029**.

Intellectual Property

IITM IDF Ref. 1297; Patent No. 433836

TRL (Technology Readiness Level)

TRL-2/3, Proof of Concept ready, & tested

Research Lab

Prof. SUNDARRAJ R P
Department of Management Studies.

Key Features / Value Proposition

❖ **Technical Perspective:**

- Provides an exchange server and a method thereof for determining a **plurality of time-based negotiation parameters** based on the plurality of **time-based discounts and the user preferences**.
- Generating one or more **offer(s)** to user for the item based on the negotiation.

❖ **Industrial Perspective:**

- The method's objective is to improve **resource utilization for suppliers** and **enhance user satisfaction** by facilitating negotiations that align with both consumer and supplier preferences.
- It seeks to **optimize resource allocation, fostering mutually beneficial agreements** that cater to the needs and preferences of both parties.

CONTACT US

Dr. Dara Ajay, Head
Technology Transfer Office,
IPM Cell- IC&SR, IIT Madras

IITM TTO Website:
<https://ipm.icsr.in/ipm/>

Email: smipm-icsr@icsrpis.iitm.ac.in

sm-marketing@imail.iitm.ac.in

Phone: +91-44-2257 9756/ 9719

Images

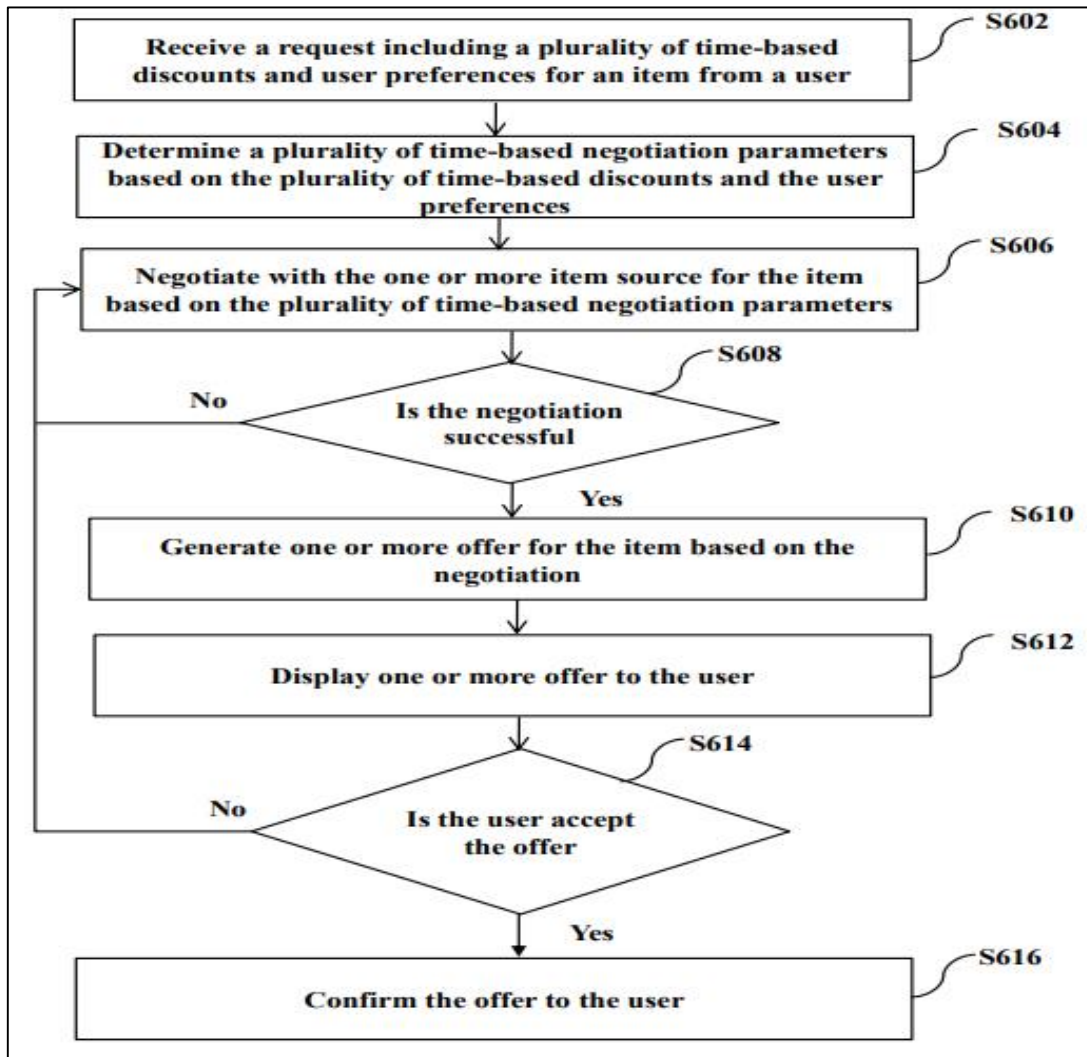
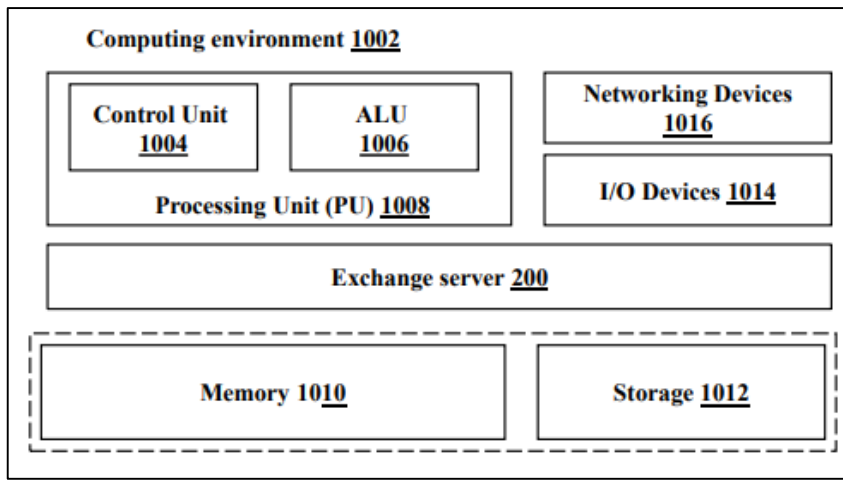


Fig 1: Flow diagram illustrating a method for remotely negotiating with one or more item source(s) for an item, according to an embodiment as disclosed herein

Fig 2: Illustrates a computing environment implementing a mechanism for remotely negotiating with one or more item source(s) for an item, according to an embodiment as disclosed herein.



CONTACT US

Dr. Dara Ajay, Head
Technology Transfer Office,
IPM Cell- IC&SR, IIT Madras

IITM TTO Website:
<https://ipm.icsr.in/ipm/>

Email: smipm-icsr@icsrpis.iitm.ac.in
sm-marketing@imail.iitm.ac.in
Phone: +91-44-2257 9756/ 9719